

and Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 1. (currently amended) A method of displaying a targeted advertisement
2 dynamically along with an electronic program guide in response to user navigation in a
3 video apparatus, comprising the steps of:

4 receiving a plurality of advertisements, each advertisement having a descriptor
5 indicating at least one associated program in the electronic program guide (504);

6 storing the received advertisements (504);

7 ~~monitoring highlighting of one of a plurality of programs by a user in the~~
8 ~~electronic program guide (405); and~~

9 ~~displaying an a corresponding advertisement selected from said plurality of~~
10 ~~advertisements in response to the user highlighting one of the plurality of programs in~~
11 ~~the electronic program guide, displaying a stored advertisement, the at least one~~
12 associated program of which includes the highlighted program (406;407).

1 2. (currently amended) The method of claim 1 wherein the descriptor includes
2 ~~further comprising the step of receiving a channel descriptor for a respective~~
3 ~~advertisement.~~

1 3. (original) The method of claim 2 wherein the displaying step displays the
2 corresponding advertisement if the associated channel descriptor matches the channel
3 highlighted by the user in the electronic program guide.

1 4. (currently amended) The method of claim 3 wherein the descriptor includes
2 ~~further comprising the step of receiving a time descriptor.~~

- 1 5. (original) The method of claim 4 wherein the displaying step displays the
- 2 corresponding advertisement if the associated channel descriptor matches the channel
- 3 highlighted by the user in the electronic program guide and the time descriptor matches
- 4 a current time..